

Contract # 324256

WPXI
4145 Evergreen Road
Pittsburgh, PA 15214



Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Schedule Dates 09/09/12-09/17/12
Advertiser SEIU-Service Employee International Union (431f)
Agency Waterfront Strategies (2541)
Product Political - Issue (1068)
Brand ISS/SEIU (133786)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name NAGELBERG,DAN
Phone/Fax /
CPE 112/119/1438
Account Types National/Political
Billing Type Standard
Comments SEIU 09/04
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

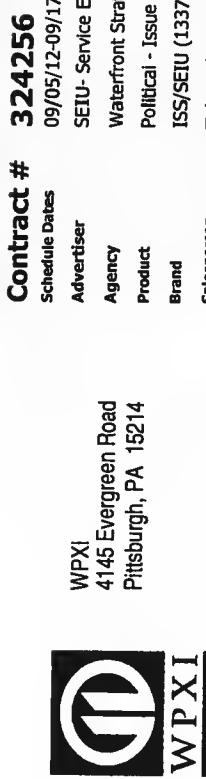
Pittsburgh (WPXI)		Spots	Rate
By Broadcast Month	Spots		
Sep. 2012	37	\$40,650.00	
Grand Total:	37	\$40,650.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	10A- Ellen	2								2	\$350.00	\$700.00	Pittsburgh (WPXI)	ELLEN/1	8/28/12
2.0	Normal Line / Spot	09/06/12-09/07/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P					1	1			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/2	7/26/12
3.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	11:59A- Channel 11 News At Noon	1								1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/3	8/28/12
4.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	5:30P- 6P (EST)	1								1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	8/28/12
5.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	5:58P- Channel 11 News At 6pm M-F	3								3	\$1,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/5	8/28/12
6.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	5:59A- Channel 11 News 6am						1	1		3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/6	8/28/12
7.0	Normal Line / Spot	09/09/12-09/09/12	4	:30	7A- 8A (EST)					1	1	1		3	\$625.00	\$1,875.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/7	8/28/12
8.0	Normal Line / Spot	09/09/12-09/09/12	4	:30	8A- 10:30A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/9	7/26/12
9.0	Normal Line / Spot	09/09/12-09/09/12	4	:30	10A- MEET THE PRESS							1		1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/10	7/26/12
10.0	Normal Line / Spot	09/09/12-09/09/12	4	:30	8A- 10A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/11	7/26/12
11.0	Normal Line / Prime	09/10/12-09/10/12	4	:30	10P- 11P (EST)							1		1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	NEW NORMAL/GO ON 10-11P/12	9/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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1010 Wisconsin Avenue
Washington, DC 20007

Contract #		324256	Date Entered	07/26/12
Schedule Dates		Last Modified	09/07/12	
Advertiser	SEIU- Service Employee International Union (4311)	Entered By	Jennifer Stewart	
Agency	Waterfront Strategies (2541)	CO-OP	Yes	
Product	Political - Issue (1068)	Headline #	06247909	
Brand	ISSI/SEIU (133786)	Demo		
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Normal	
Sales Office	Telerep/Washington DC	Package Deal		
Buyer Name	NAGELBERG, DAN	Commission %	15.00	
Phone/Fax	/	Commission	\$6,097.50	
CPE	112/119/1438	Net Total	\$34,552.50	
Account Types	National/Political	Sales Tax		
Billing Type	Standard			
Comments	SEIU 09/04			

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime	09/17/12-09/17/12	4	:30	10P- Revolution 10-11P	1							1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	REVOLUTION 10-11P/	7/26/12	
13.0	Normal Line / Spot	09/15/12-09/15/12	4	:30	8A- 10:30A (EST)							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/9	7/26/12	
14.0	Normal Line / Spot	09/16/12-09/16/12	4	:30	10A- MEET THE PRESS							1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/10	7/26/12	
15.0	Normal Line / Spot	09/16/12-09/16/12	4	:30	8A- 10A (EST)							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/11	7/26/12	
16.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	10A- Ellen							2	X	X	X		Pittsburgh (WPXI)	ELLEN/14	8/23/12
16.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	10A- Ellen							2	X	X	X		Pittsburgh (WPXI)	ELLEN/14	9/7/12
16.1.1	Closed Preempt	09/12/12															Pittsburgh (WPXI)	Marked as Did not Air/5spot	
17.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	11:59A- Channel 11 News At Noon		1	X	X	X	X						Pittsburgh (WPXI)	NOON NEWS/16	8/23/12
17.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	11:59A- Channel 11 News At Noon		1	X	X	X	X						Pittsburgh (WPXI)	NOON NEWS/16	9/7/12
18.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	5:30P- 6P (EST)							1	X	X	X		Pittsburgh (WPXI)	NEWS 530-6P/17	8/23/12
18.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	5:30P- 6P (EST)							1	X	X	X		Pittsburgh (WPXI)	NEWS 530-6P/17	9/7/12
19.0	Revised Line / 5spot	09/10/12-09/14/12	4	:30	5:58P- Channel 11 News At 5pm M-F							3	X	X	X		Pittsburgh (WPXI)	NEWS 5 6 630P/18	8/23/12

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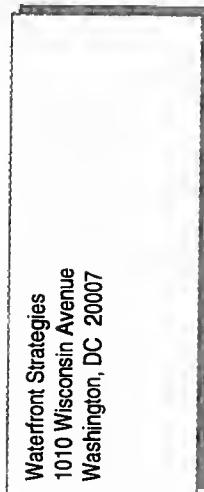
09/05/12-09/17/12

Advertiser

WPXI

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Agency

SEIU- Service Employee International Union (431c)

Product

Waterfront Strategies (2541)

Brand

Political - Issue (1068)

ISS/SEIU (133796)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG, DAN

Phone/Fax

/

CPE

112/119/1438

Account Types

National/Political

Billing Type

Standard

Comments

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20.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	5:59A- CHANNEL 11 News 6am		3	X	X	X	X						Pittsburgh (WPXI)	NEWS 6-7A/19	8/23/12
20.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	5:59A- CHANNEL 11 News 6am			1	1	1			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/19	9/7/12	
21.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	7A- 8A (EST)		3	X	X	X	X						Pittsburgh (WPXI)	TODAY SHOW 7-8A/20	8/23/12
21.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	7A- 8A (EST)			1	1	1			3	\$25.00	\$1,875.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/20	9/7/12	
22.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P		2	X	X	X	X						Pittsburgh (WPXI)	LATE NEWS/15	8/23/12
22.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P		2	X	X	X	X	2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/15	9/7/12		

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